

July 10, 1987

CAPRI

In January 1987, Brown and Williamson introduced Capri into Louisiana.

- Awareness and trial of the brand were very high after three months
 - Three quarters of the women had heard of it
 - Almost one-half had tried it
 - One-quarter had purchased it
- Friend-to-friend trial was important ...
half of those who tried Capri got it from a friend
- Reaction to the name, package and product was favorable -
a classy brand
 - The pack design was simple, pretty and feminine
 - The pack size fit well in purses and pockets
 - The cigarette was surprisingly good tasting and
slow burning
- Conversion to Capri essentially came from 100mm brands; no
brand contributed disproportionately
 - Capri's share was strong among young and older women
 - Menthol was stronger than non-menthol
- In addition to style and elegance, Capri offers the per-
ception of:
 - Health benefits (less tobacco)
 - Less sidestream smoke
 - Less lingering smoke odor
 - Less ashtray litter
- The importance of in-market dynamics and subtle social
benefits makes Capri difficult to research
 - Ad/Pack scores underestimated initial performance
 - New procedures are being evaluated to encompass social
aspects
- Long term share may be less than 1%. Current tracking of
Virginia Slims Ultra in Louisiana will give an estimate of
Capri's share of smokers after six months
- Additional in-depth interviews among current Capri smokers
and ex-smokers are planned

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